

**METHODS FOR PROVIDING LAYERED CONTINUITY ICONS
AND PORTABLE RETURN LINKS SO PRODUCED**

ABSTRACT OF THE DISCLOSURE

[00020] The invention provides unique methods for generating repeat business through returning internet or network customers by providing mobile return links that travel with the customers. The return link travels by any object capable of being passed between Web sites, such as an applet. The object, including the return link, is generated when a customer leaves a first, base Web site. The object subsequently manifests the return link to the customer at other Web sites through sensory recognizable icons, providing the customer with a direct return link to the first Web site or to related Web sites.